



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 329028

Schedule Dates 08/28/12-09/03/12

Advertiser Smith, Tom/R/SEN/PA (15776)

Agency SRCP - Stevens Reed Curcio & Polholm (2056)

Product Political - Federal Candidate (1067)

Brand POL/T SMITH/R/SEN/PA (114155)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name VONDERHEID,BETSY

Phone/Fax /

CPE 11/15/225

Account Types National/Political

Billing Type Standard

Comments TOM SMITH 8/28

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/27/12

Last Modified 08/27/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06298187

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,921.25

Net Total \$16,553.75

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

36

36

Rate

\$19,475.00

\$19,475.00

(Signature)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	10A- Ellen	3		X	X	X	X			3	\$325.00	\$975.00	Pittsburgh (WPXI)	ELLEN 10-11A/1	8/27/12
2.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/2	8/27/12
3.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	11:59A- Channel 11 News At Noon			1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/3	8/27/12
4.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	4P- Judge Judy 4p			1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDY 4P/4	8/27/12
5.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	5P- 5:30P (EST)	2		X	X	X	X			2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/5	8/27/12
6.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1	1			4	\$700.00	\$2,800.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/27/12
7.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/7	8/27/12
8.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7P/8	8/27/12
9.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	7A- Today Show			1	1	1	1			4	\$525.00	\$2,100.00	Pittsburgh (WPXI)	TODAY 7-9A/9	8/27/12
10.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	9A- Today Show 9a	2		X	X	X	X			2	\$350.00	\$700.00	Pittsburgh (WPXI)	TODAY SHOW 9A-10A/10	8/27/12
11.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	11:59A- Channel 11 News At Noon	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/11	8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Agency	SRCP - Stevens Reed Curcio & Potholm (2056)	Entered By	Jennifer Stewart
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/T SMITH/R/SEN/PA (114155)	Headline #	06298187
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	VONDERHEID,BETSY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/15/225	Commission	\$2,921.25
Account Types	National/Political	Net Total	\$16,553.75
Billing Type	Standard	Sales Tax	
Comments	TOM SMITH 8/28 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)	Spots	Rate
By Broadcast Month	36	\$19,475.00
Sep. 2012	36	\$19,475.00
Grand Total:	36	\$19,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	1:30P- NBC GOLF	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	NBC GOLF 130-6P/12	8/27/12
13.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	6P- Channel 11 News At 6pm M-F	1	1							1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/13	8/27/12
14.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	5:59A- Channel 11 News 6am	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 6-7A/14	8/27/12
15.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	7A- Today Show	1	1							1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY 7-9A/15	8/27/12

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